

1. Who is it for?*

Common consumers

2. What will it do?*

Aid in getting e waste from homes to disposal networks

3. Which are the potential markets?*

Strong bhangarwala networks, Local recycle companies

4. Any unique features? Explain?*

Crowdsourcing bhangarwala networks/e waste disposal bins. Rewarding users who dispose of waste through our system. A common user can add/see locations of bhangarwalas on the system along with dedicated contact information

5. Is there enough demand?*

We performed surveys for local bhangarwalas which revealed very strong e waste disposal networks with strong profit margins. The only gap lies in getting the small quantity e waste aggregated.

6. Can customers afford it?*

It is free for anyone to use.

7. Why will they buy it?*

They won't need to buy it but they will install it to dispose off their e waste or to gain a little money through connecting with bhangarwalas

8. What is your motivation for doing it? (Statement of Purpose)*

I had a broken computer which I wanted to dispose of the right way. The trash management staff were clueless as to where to dispose of it other than with other trash. I tried looking for bhangarwalas online and didn't find anyone who was registered on google as a business. I had to visit the local market and ask around. It should not be that much effort to dispose of something the right way. Government has many e waste fighting initiatives but there is a gap between the consumers and the system.

9. What kind of competition is existing? What are they offering? How is your product/ service going to be different/ unique?*

Google does help sometimes with some popular locations. We also surveyed results from the JustDail application. We got results only 20% of the time calling as people from different localities. Our product will focus on user interface and make it as smooth and efficient as possible for the common user to use and contribute. We will also have a reward system in place for people who use the app to dispose their e waste

10. How are you going to sell your product or service to potential customers?*

We want to start with our IIT bombay campus and run a drive. After some publicity via IIT students, we will extend our reach through powai and eventually mumbai. As more and more responsible customers start contributing to the app, it will become self sustaining. We will eventually have a reward system for the people who dispose of waste using our system

11. How frequently will customers make "repeat purchases" of your product or service?*

As e waste is an ever increasing and rapidly growing area, people will use the services once every 3 months

12. How simple or complex will the idea's execution or implementation be? What are the risk factors involved in executing the idea?

We will be making a web portal and an android app while the data will be synced on the cloud using firebase database. The application development should be more or less friction-less. We will be hosting multiple surveys to gather data and get people on the system. It is a virtually non risk project with high potential returns

13. What is the break-even point and estimated time-frame? Having deducted your costs what "margin" can you make on your product or service?*

We attempt to be up and running in two months. We will only have initial server costs, less than 10,000 for the first year. For the profit model, we are under consideration of two factors. One could be basic advertising on apps and other is partnership with private firms who can provide us incentive to fuel our reward system for people who use the app. We look to put back in all the profit in the system progress for the time being

14. How much investment would you need to commercialise the idea?*

We would require very basic cloud server costs and some copy processing fees. About 10k should do for the first year

15. What seed funding support would you want from the Incubator? *

We would like a 50k support to mainly fuel advertising our platform

16. How will you raise the balance funding required?*

We only require balance funding to advertise app models. Other fee we can handle on our own

17. What is the other support apart from financial you will need from the incubator?

We would require some bridge to easily access government data on existing initiatives to better service them

18. Why are you the best suited person to execute this idea?*

Me and my team are students of the most premier institution of the country. We are pursuing masters in computer science from IIT bombay. We possess development skills and have leverage to guidance from our institution and the plethora of imminent people here

19. Please share the capabilities of you/ your team in finance, sales, marketing, operations and technical knowledge?*

Me and my team are masters students in the computer science department at IIT bombay. We have technical expertise in developing software systems. We have a good domain knowledge and are very active in information gathering

20. How do you intend to protect your idea (i.e. your intellectual property or IP)?*

Our major IP would be the data we collect regarding e waste flow in regions. We will protect it by having safe guards in software security